

ACG 201. Financial Accounting (3) Prerequisite or corequisite: MAT 111 and corequisite ACGL 201. An introduction to the basic framework of accounting for both students majoring in accountancy and other disciplines. Includes preparation of financial records, financial statements, and analysis of the major financial statements with emphasis on the underlying accounting concepts and constraints. Normally taken concurrently with ACGL 201.

ACGL 201. Financial Accounting Laboratory (1) Corequisite: ACG 201. Two laboratory hours each week.

ACG 203. Managerial Accounting (3) Prerequisite: ACG 201 and ACGL 201. An introduction to the concepts and techniques used by management to analyze and interpret accounting data in the organization.

ACG 301. External Financial Reporting I (3) Prerequisite: A grade of "C" or better in ACG 201 and 203. Analysis of traditional financial accounting topics and theory. Examines recent developments in accounting measurement and promulgations of the leading professional accounting organizations. Emphasizes the development of accounting standards and theory, financial statements, and current assets.

ACG 302. External Financial Reporting II (3) Prerequisites: A grade of "C" or better in ACG 301 and admission to Cameron School of Business. Analysis of traditional financial accounting topics and theory. Examines recent developments in accounting measurement and promulgations of the leading professional accounting organizations. Emphasizes plant assets, long-term investments, liabilities, and stockholders' equity.

ACG 305. Advanced Managerial Accounting (3) Prerequisites: A grade of "C" or better in ACG 201 and 203, and admission to Cameron School of Business. Identifying, capturing, developing, and reporting financial and other information to support strategic planning and decision making, short run management decisions, and management control of enterprise programs and activities. Specific topics include: strategic cost analysis, activity-based management, profit planning and budgeting, short run decision structures, and management systems for strategic and operational control.

ACG 306. Accounting Information Systems (3) Prerequisites: A grade of "C" or better in ACG 201, 203 and MIS 213. Prerequisite or corequisite: ACG 301. An introduction to the aggregation of data in an accounting information system with an emphasis on documentation, internal controls, and transaction cycles. Laboratory projects include advanced spreadsheet functions, an accounting software package and a database package.

ACG 403. (503) Non-Profit Organization Accounting (3) Prerequisites: ACG 302 and admission to Cameron School of Business. Accounting for not-for-profit organizations including governments, colleges and universities, hospitals, charities, and other not-for-profit organizations. Emphasis is on objectives and preparation of financial statements, the use of managerial reports, and budgetary data.

ACG 404. Federal Income Taxes (3) Prerequisites: ACG 301 or consent of department chair and admission to Cameron School of Business. The study of federal income taxation of individuals and business entities with emphasis on business revenues and deductions and property transactions.

ACG 406. Auditing Concepts (3) Prerequisites: A grade of "C" or better in ACG 301 and 306, and admission to Cameron School of Business. Study of the objectives, standards, procedures and reporting requirements associated with a public accountant's role in auditing financial statements, auditing internal controls over financial reporting and performing assurance engagements. Students will learn how to make client acceptance decisions, plan and conduct audits and generate appropriate report(s) in light of competitive, legal and ethical constraints.

ACG 445. Advanced Accounting Information Systems–Security (3) Prerequisites: A grade of "C" or better in ACG 306 and admission to Cameron School of Business. A study of the security issues in a distributed computing environment and the impact of electronic commerce on the production and dissemination of financial information, security problems and solutions for UNIX and Windows NT operating systems are studied. Addresses risks faced by firms engaging in e-commerce, as well as, procedures for managing those risks.

ACG 470. Topics in Internal Control Systems (1-3) Prerequisites: Consent of the department chair and admission to Cameron School of Business MSA Program. Contemporary topics related to internal control systems.

ACG 471. Topics in Managerial Accounting (1-3) prerequisites: Consent of the department chair and admission to Cameron School of Business MSA Program. Contemporary topics related to managerial accounting.

ACG 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of department chair and admission to Cameron School of Business.

ACG 495. Seminar in Accountancy (1-3) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business. This course may be repeated under a different subtitle.

ACG 498. Internship in Accountancy (1-6) Prerequisite: Admission to Cameron School of Business. Involves the application of accounting knowledge in a “real world” setting. The participant receives hands-on experience under the guidance of a manager from a business or no-for-profit organization, or CPA firm. Six (6) semester hour internships are available to students who plan to enter the Master of Science in Accountancy program at UNCW, achieve satisfactory performance on the Graduate Management Admission Test, and complete specific course work prior to commencement of the internship.

ACG 499. Honors Work in Accountancy (2-3) Prerequisites: Senior standing and admission to Cameron School of Business. Independent work for honors students.

BLA 261. Law and Society (3) Prerequisite: For nonbusiness majors only. Study of the American Legal System and how the legal system affects the rights and activities of individuals. Examines and distinguishes the civil law system and the criminal law system. Topics also include Tort Law, Contract Law, Property Law, Constitutional Law, Antitrust law, Copyright Law, and International Law.

BLA 304. (FST 304) Legal Issues in Film and Entertainment Law (3) Prerequisite: Junior or senior standing. A study of the legal issues impacting the film and entertainment industry including the legal aspects of business organization, contracts, torts, agency, employment law, environmental regulation, and intellectual property rights.

BLA 361. Legal Environment of Business (3) Prerequisite: Junior or senior standing. Study of the organization and role of business enterprises in society and their relationships in government. Examines how the legal environment is influenced by changing social and ethical values. Topics include agency, antitrust, forms of business organization, environmental regulation, equal opportunity, labor law, product liability, and property rights.

BLA 362. (EVS 362) Environmental Law (3) Prerequisite: Junior or senior standing. An examination of the purposes, methodology, and impacts of the environmental regulatory process, ranging from the traditional common law remedies to novel approaches such as the pollution rights markets. Students will gain a fundamental understanding of the context of environmental law.

BLA 363. Cyber Law (3) Prerequisites: BLA 361 and admission to Cameron School of Business. A study of how the legal system impacts e-commerce. Examines how Trademark Law, Copyright Law and Patent Law impact e-commerce activities. Other topics include on-line contracting issues, taxation of e-commerce transactions on a statewide, national, and international basis, privacy concerns, obscenity, defamation, information security, computer criminal activities, as well as global e-commerce issues.

BLA 371. International Business Law (3) Prerequisites: INB 300, Junior or senior standing, and admission to Cameron School of Business. An examination of the legal, political, social and cultural aspects of doing business abroad. The course will cover major legal systems of the world, the political and governmental structures of various nations, international organizations, the law of international business transactions, and the settlement of transnational legal disputes. The course also will highlight cultural challenges and opportunities that an American may encounter in international business.

BLA 461. Commercial Law (3) Prerequisites: Junior or senior standing, and admission to Cameron School of Business. Study of the commercial legal environment in which business enterprises operate. Examines the law of contracts, sales and warranties, security interests, commercial paper, and debtor and creditor rights.

BLA 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the department chairperson, and admission to Cameron School of Business.

BLA 495. Seminar in Business Law (1-3) Prerequisites: Junior or senior standing, consent of the department chairperson, and admission to Cameron School of Business. This course may be repeated under a different subtitle.

BLA 498. Internship in Business Law (1-6) Prerequisites: Junior or senior standing, consent of the department chairperson, and admission to Cameron School of Business. The chairperson may consider grade point average and individual course grades as they pertain to the internship being considered.

BLA 499. Honors Work in Business Law (2-3) Prerequisites: Senior standing and admission to Cameron School of Business. Independent work for honors students.

BUS 105. Introduction to Business (1) A survey course designed to introduce students to the functional areas and disciplines of business. Guest lecturers will be drawn from the Cameron Executive Network, regional business community, and other sources. Topics to be included are ethics, management, marketing, finance, economics, accounting, information systems, human resources, international business, production and operations management, and entrepreneurship. Writing and building a resume and preparing for the job interview are also covered in this course.

BUS 204. The Business of Film (3) Introduction to business aspects of the motion picture industry. The course examines the life cycle of a film product, from the development stages through distribution and marketing stages. Emphasis is on business strategies and decisions regarding creative development, financing, legal issues, budgeting, scheduling, marketing, exhibition, and other business elements of filmmaking.

BUS 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the department chairperson, and admission to Cameron School of Business.

BUS 495. Seminar in Business (1-3) Prerequisites: Junior or senior standing, consent of the department chairperson and admission to Cameron School of Business. This course may be repeated under a different subtitle.

BUS 498. Internship in Business (1-6) Prerequisites: Junior or senior standing, consent of department chairperson and admission to Cameron School of Business. The chairperson may consider grade point average and individual course grades as they pertain to the internship being considered.

BUS 499. Honors Work in Business (2-3) Prerequisite: Senior standing and admission to Cameron School of Business. Independent work for honors students.

ECN 125. Survey of Economics (3) An introduction to economics principles for **non-business and non-economics majors**. Current analysis rather than theoretical analysis is utilized to present and show the relevance of economics principles. (Not open to students who have earned credit for either ECN 221 or ECN 222.)

ECN 221. Principles of Economics–Micro (3) Prerequisite: MAT 111. Analysis of decision-making processes and economic equilibrium for the individual firm and consumer at an introductory level.

ECN 222. Principles of Economics–Macro (3) Prerequisite: ECN 221. Aggregate economic analysis examining the effects of fiscal and monetary policy upon aggregate employment, income and prices at an introductory level.

ECN 250. Capitalism and the Global Market Society (3) An introduction to the history of capitalism, the current global market society, and the ethics of capitalism.

ECN 321. Intermediate Microeconomics (3) Prerequisites: MAT 151, ECN 222 and admission to Cameron School of Business. A theoretical analysis of individual consumer and firm behavior and general equilibrium.

ECN 322. Intermediate Macroeconomics (3) Prerequisites: ECN 321 and admission to Cameron School of Business. A theoretical analysis of the determination of aggregate income, aggregate employment, and the average price level and role of monetary and fiscal policy in the determination of such.

ECN 324. (FIN 324) Financial Markets and Institutions (3) Prerequisite: ECN 222. An introduction to the financial and economic environment within which a firm must operate. Analysis of the sources and the cost and availability of funds in a domestic and international setting; analysis of international monetary flows; financial decision making in an integrated world economy.

ECN 325. (EVS 325) Environmental Economics (3) Prerequisites: ECN 125 or 221 and admission to Cameron School of Business. Application of basic economics principles is used to help understand environmental problems and evaluate alternative solutions. Economic principles will be employed to analyze fundamental environmental issues such as property rights, externalities, conservation, and public goods. Public policy issues such as environment protection, natural resource damage assessment, and pollution control will be evaluated from an economic perspective. Specific focus will be given to methods for non-market valuation.

ECN 326. Comparative Economic Systems (3) Prerequisites: ECN 125 or 222 and admission to Cameron School of Business. Analysis of economic systems operating under capitalism, socialism, communism, and fascism; institutions and organization of production and government; decision-making; distribution of income; problems of developing nations.

ECN 327. Health Economics (3) Prerequisite: ECN 125 or 221. Analysis of health-care delivery using economic reasoning. Specific topics include the demand for health, medical care, and insurance; socio-economic patterns in health-related behaviors and outcomes; physician and hospital services; private and public financing of care; regulation of the health-care marketplace; and medical innovation.

ECN 328. Public Finance (3) Prerequisites: ECN 222 and admission to Cameron School of Business. Study of state, local, and federal government revenue and expenditures; theory of taxation, tax shifting and incidence; theory of public goods, fiscal neutrality and government regulation; methods of achieving efficiency in government benefit-cost analysis, program budgeting (PPB), and pricing of government services.

ECN 329. Industrial Organization and Public Policy (3) Prerequisites: ECN 222 and admission to Cameron School of Business. A theoretical and empirical study of how the structure of industry affects the conduct and performance of the firm; balanced coverage of public policy as it affects structure, conduct and performance.

ECN 330. (EVS 330) Natural Resource Economics (3) Prerequisites: ECN 125 or ECN 221 and admission to Cameron School of Business. Economic principles are developed and applied to evaluate public and private decisions involving the use and allocation of natural resources. Optimal control theory is developed and applied to the management of natural resources. Attention is given to specific resources management areas such as forests and fisheries. The feasibility of alternatives for public policy is evaluated.

ECN 377. Applied Managerial Economics (3) Prerequisites: ECN 222, QMM 280 and admission to Cameron School of Business. Introduction to applied estimation, testing and interpretation of economic models useful for business and policy decision-making. Emphasis on applied, client-driven model formulation, data acquisition and manipulation, and model estimation using statistical regression in a desktop computing environment. Extensive practice in interpretation of results for business and policy audiences.

ECN 421. History of Economic Thought (3) Prerequisites: ECN 222 and admission to Cameron School of Business. Scientific economic thought and philosophy from ancient to modern times. Open-ended as to dates of time period covered. Primary emphasis is on topics as opposed to schools of thought.

ECN 422. Econometrics (3) Prerequisites: ECN 222, QMM 280 and admission to Cameron School of Business. An introduction to the formalization of economic hypotheses into testable relationships and the application of appropriate statistical techniques. Theoretical aspects are covered, but primary emphasis is on computer application utilizing regression analysis.

ECN 426. (INB 426) International Trade and Finance (3) Prerequisites: ECN 222, INB 300 and admission to Cameron School of Business. A consideration of international trade theory and international financial institutions, including comparative advantage, exchange rates and balance of payments problems.

ECN 427. Labor Economics (3) Prerequisites: ECN 222 and admission to Cameron School of Business. An analysis of the demand for and the supply of labor at the individual and the aggregate level; labor unions and collective bargaining.

ECN 428. Applied Regional Analysis (3) Prerequisites: ECN 222 and admission to Cameron School of Business. Theoretical and applied analysis of patterns and trends in local, state, and regional economic growth. Use of current computer-based methods in regional economic analysis including economic impact models. Applied analysis of current regional issues and government policies to address these issues.

ECN 429. Economics of Growth and Development (3) Prerequisites: ECN 222 and admission to Cameron School of Business. Economic principles are developed and applied to evaluate theories of economic growth and development in an international context. Major topics include: Measuring growth, theory of economic growth, the economics of poverty, agricultural issues, health nutrition, productivity, gender bias, education and technological change; government failures, migration and population growth, theories of income distribution, human capital theory, social capital theory, the effect of geography on growth, and sustainable development.

ECN 433. (FIN 433) Introduction to Speculative Markets (3) Prerequisites: ECN 324 and FIN 335 or consent of the department chair, and admission to Cameron School of Business. Elementary economics of financial futures and options markets. Mechanics of trading and coverage of existing regulations. Pricing and strategies in options and futures contracts in the markets for financial assets and commodities. Hedging, risk management and valuation.

ECN 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business.

ECN 495. Seminar in Economics (1-3) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business. This course may be repeated under a different subtitle.

ECN 498. Internship in Economics (1-6) Prerequisites: Senior status, consent of department chair and admission to Cameron School of Business. Involves the application of economics concepts in a "real world" setting. The participant receives hands-on experience under the joint guidance of a manager from a business or not-for-profit organization and a faculty supervisor.

ECN 499. Honors Work in Economics (2-3) Prerequisites: Senior standing and admission to Cameron School of Business. Independent work for honors students.

FIN 235. Personal Finance (3) Study of individual and family financial decisions. Designed to prepare the student to exercise intelligent control over income, expenditures, borrowing, savings and investments. Recommended elective for non-business majors. (Not open to students who have earned credit for FIN 330.)

FIN 324. (ECN 324) Financial Markets and Institutions (3) Prerequisite: ECN 222. An introduction to the financial and economic environment within which a firm must operate. Analysis of the sources and the cost and availability of funds in a domestic and international setting; analysis of international monetary flows; financial decision making in an integrated world economy.

FIN 330. Principles of Investments (3) Prerequisite: ACG 201 and ECN 222. An introduction to alternative investments, with major emphasis on financial instruments. Practical descriptive material and relevant theoretical applications. Topics include stocks, bonds, and other financial alternatives.

FIN 331. Real Estate (3) Prerequisites: ACG 201, ECN 222 and admission to Cameron School of Business. Principles of property management and practices relating to appraisal, sales, ownership, control, financing, and transfer of real property.

FIN 332. Risk Management and Insurance (3) Prerequisites: ACG 201, ECN 222 and admission to Cameron School of Business. An introduction to the risk management function and to the basic methods used to handle risks facing the business enterprise, families and individuals. Emphasis is on the insurance method of handling risk with study of the concepts underlying insurance, the fundamentals of insurance contracts, and a broad selection of policy coverage in the property and liability, and life and health fields.

FIN 335. Principles of Financial Management (3) Prerequisite: ACG 201, ECN 222 and QMM 280. An introduction to the finance function of business enterprise and to the analytical techniques used in making investment and financing decisions.

FIN 336. Intermediate Corporate Finance (3) Prerequisites: FIN 335 and admission to Cameron School of Business. The study of the theory and practice of corporate finance with special emphasis on the evaluation and financing of capital expenditures. Topics include cash flow determination, firm valuation, the Capital Asset Pricing Model, and an introduction to option pricing.

FIN 430. Investment Management (3) Prerequisites: FIN 330, 335 and admission to Cameron School of Business. An analytical approach to the valuation of stocks, bonds and options and the placement of those securities in Markowitz-efficient portfolios. Technical and fundamental analysis, market efficiency and valuation methods are examined. Both application and theory are emphasized.

FIN 431. Real Estate Investment Analysis (3) Prerequisites: FIN 335, 331 and admission to Cameron School of Business. The decision-making process in real estate investment analysis including risk and return, financing alternatives, tax implications, and pricing and development alternatives.

FIN 433. (ECN 433) Introduction to Speculative Markets (3) Prerequisites: ECN 324 and FIN 335 or consent of the department chair, and admission to Cameron School of Business. Elementary economics of financial futures and options markets. Mechanics of trading and coverage of existing regulations. Pricing and strategies in options and futures contracts in the markets for financial assets and commodities. Hedging, risk management and valuation.

FIN 436. Advanced Financial Management (3) Prerequisites: FIN 330, 336 and admission to Cameron School of Business. Financial analysis and decision making in the modern business organization. Theoretical foundations of financial decision-making are emphasized, including both working capital and fixed capital requirements.

FIN 437. Commercial Bank Management (3) Prerequisites: ECN 324, FIN 335 and admission to Cameron School of Business. A study of commercial bank operations and the regulatory environment of banking. Topics will include the evolution of regulation in the United States, industry structure, analysis of bank financial statements, asset/liability management, and capital requirements.

FIN 438. Commercial Lending and Credit Analysis (3) Prerequisites: FIN 335 and admission to Cameron School of Business. Topics covered include the lending function of commercial banks, specifically focusing on the analysis of a firm's financial statements to determine the creditworthiness of a loan request. Cases augment the lecture material.

FIN 439. (INB 439) Multinational Financial Management (3) Prerequisites: FIN 335, INB 300 and admission to Cameron School of Business. An examination of the issues affecting the financial managers of multinational corporations. Topics include managing foreign exchange risk, international financial decisions, and factors affecting foreign direct investment.

FIN 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business.

FIN 495. Seminar in Finance (1-3) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business. This course may be repeated under a different subtitle.

FIN 498. Internship in Finance (1-6) Prerequisites: Senior status, consent of the department chair and admission to Cameron School of Business. Involves the application of financial concepts in a "real world" setting. The participant receives hands-on experience under the joint guidance of a manager from a business or not-for-profit organization and a faculty supervisor.

FIN 499. Honors Work in Finance (2-3) Prerequisites: Senior standing and admission to Cameron School of Business. Independent work for honors students.

INB 300. International Business (3) Prerequisites: ECN 222, ACG 203 and junior standing. Survey course of the importance of global issues as firms attempt to compete across the world. Key topics include: anticipating and preparing for global competition, understanding international trade theory and differences in political economies, reviewing global and regional economic integration, considering international market entry processes, and examining key cross-cultural issues affecting business operations.

INB 352. (MGT 352) International Management (3) Prerequisites: INB 300, MGT 350 and admission to Cameron School of Business. Study of management practices in the international business arena. Emphasis on the necessity of understanding global business interdependencies. Particular attention to developing sensitivity to other cultures, values, customs, and beliefs and their effects on business decisions and practices.

INB 377. (OPS 377) International Operations Management (3) Prerequisites: INB 300, OPS 370 and admission to Cameron School of Business. A study of global operations and logistics in the manufacturing and service sectors. Topics include organization of global operations, global manufacturing, global sourcing and logistics, global technology transfer, global risk management, and cultural and national comparisons of operations management practices. Case studies are used.

INB 426. (ECN 426) International Trade and Finance (3) Prerequisites: ECN 222, INB 300 and admission to Cameron School of Business. A consideration of international trade theory and international financial institutions, including comparative advantage, exchange rates and balance of payments problems.

INB 439. (FIN 439) Multinational Financial Management (3) Prerequisites: FIN 335, INB 300 and admission to Cameron School of Business. An examination of the issues affecting the financial managers of multinational corporations. Topics include managing foreign exchange risk, international financial decisions, and factors affecting foreign direct investment.

INB 442. (MKT 442) International Marketing (3) Prerequisites: INB 300, MKT 340 and admission to Cameron School of Business. Focus is on the special framework in which international marketing is conducted. Influence of international institutions, culture, stage of economic development, geography and demography are covered. Emphasis on multinational marketing problems and opportunities in an ever-changing world.

INB 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the International Program director and admission to Cameron School of Business.

INB 494. International Business Study Abroad (3) Prerequisite: Admission to Cameron School of Business. Any course related to the business enterprise that is taken in a country other than the United States. All study abroad must have prior advisor approval.

INB 498. Internship in International Business (1-6) Prerequisites: Senior status, consent of International Program director, and admission to Cameron School of Business. Involves the application of international business education in organizations participating in some level of international business activity.

MGT 350. Principles of Management (3) Prerequisite: Junior standing. Study of theories, research and concepts underlying the structure and processes of complex organizations. Emphasis on problem solving issues and applications in organization design, leadership, motivation and interpersonal communications.

MGT 352. (INB 352) International Management (3) Prerequisites: INB 300, MGT 350 and admission to Cameron School of Business. Study of management practices in the international business arena. Emphasis on the necessity of understanding global business interdependencies. Particular attention to developing sensitivity to other cultures, values, customs, and beliefs and their effects on business decisions and practices.

MGT 354. (EBD 354) Managing Innovation and Technology (3) Prerequisites: MGT 350 and admission to Cameron School of Business. Development and adoption of new technology in corporate operations. Attention directed to creating an environment that fosters continuous improvement through experimentation, innovation, and change. Topics include the nature of technology, its role in business strategy, technological forecasting, the creative process, organization and management of professional personnel, and project management techniques.

MGT 356. Human Resource Management (3) Prerequisites or corequisites MGT 350 and admission to Cameron School of Business. Evaluation of concepts and approaches used in human resource management and development. Study of manpower planning, selection procedures, performance review, compensation and benefits, equal employment/affirmative action factors, and labor relations. Emphasis is on how personnel specialists and operating managers can improve organizational performance.

MGT 357. Hospitality Management (3) Prerequisites: MGT 350 or consent of the department chair and admission to Cameron School of Business. The course provides a general overview of the hospitality industry and the issues related to successful management of businesses within this industry. In particular, these sectors include food service, lodging, entertainment, medical, and other related industries such as cruise lines and supplier industries. Special attention will be given to the hospitality sector in the Carolinas, and issues related to entrepreneurship within hospitality.

MGT 358. Organizational Behavior (3) Prerequisites: MGT 350 and admission to Cameron School of Business. Application of behavioral science concepts in the management of organizations. Emphasis on increasing productivity on the individual, group, and organizational level. Particular attention directed to analyzing organizations, developing motivational programs, designing enriching jobs, leadership development, and managing organizational change.

MGT 359. Staffing and Selection (3) Prerequisites: MGT 356 and admission to Cameron School of Business. Focus on the planning, recruitment, and selection process in organizations. Particular attention on conducting job analysis, writing job descriptions and specifications, choosing recruitment and selection methods, developing and conducting job interviews, and evaluation of the overall effectiveness of the organization's staffing strategy and policies.

MGT 450. Governance and Leadership (3) Prerequisites: MGT 350 and admission to Cameron School of Business. This course focuses on the roles and responsibilities of the executive management and boards of directors of firms. Company performance, leadership, ethics, planning, and organization structure are studied within a global competitive business environment.

MGT 452. Organization Development and Change (3) Prerequisites: MGT 356, 358 and admission to Cameron School of Business. Understanding the processes associated with transforming organizations in a world of continuous change. Particular attention on enhancing organizational performance by developing leadership skills, creating corporate culture that fosters innovation and continuous improvement, empowering individuals, and facilitating collaborative group processes.

MGT 455. Competitive Strategy (3) Prerequisites: BLA 361, FIN 335, INB 300, MGT 350, MKT 340, POM 370 and student must complete 9 hours in his/her concentration before taking MGT 455, and admission to Cameron School of Business. A senior capstone course integrating the functional business areas of the firm. This course emphasizes strategic planning for competitive advantage, industry and competitor analysis, strategy formulation, globalization, implementation of strategies, and effective communication with various internal and external stakeholders of the firm. This course satisfies the oral competency requirement for the B.S. degree in business administration.

MGT 456. Labor Relations Law (3) Prerequisites: MGT 350 and admission to Cameron School of Business. Study of collective bargaining and union-management relations. Examination of the current legislation on labor relations and the negotiation alternatives available to unions and management. Course provides a historical perspective as well as practical application of dispute resolution, helping the student become a more effective human resources professional.

MGT 457. Training and Development (3) Prerequisites or corequisite: MGT 356 and admission to Cameron School of Business. Understanding of the processes involved in developing, administering, and evaluating effective training and development programs that will increase the productivity of employees and organizations. Particular attention on assessing training needs, identifying learning objectives, and using technology in the delivery of training and development programs.

MGT 458. Compensation and Performance Evaluation (3) Prerequisite: MGT 356 and admission to Cameron School of Business. Examination of how evaluation and compensation systems can be used to enhance employee satisfaction and organizational performance. Particular attention on job analysis, job evaluation, pay levels and structures, pay for performance plans, performance appraisals, benefits, and general pay administration.

MGT 459. Negotiation (3) Prerequisites: MGT 350 and admission to Cameron School of Business. Study of theory, research and practice in negotiation. Topics include social dilemmas, distributive bargaining, integrative agreements, multiple-party scenarios, dispute resolution, third-party interventions and ethics. Negotiation exercises provide experience in a variety of contexts.

MGT 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business.

MGT 495. Seminar in Management (1-3) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business. This course may be repeated under a different subtitle.

MGT 498. Internship in Management (1-6) Prerequisites: MGT 350 plus 6 additional hours in management courses, 3.00 GPA in Cameron School of Business, senior standing and admission to Cameron School of Business. For students seeking a HRM internship, MGT 356 must be completed.

MGT 499. Honors work in Management (2-3) Prerequisites: Senior standing and admission to Cameron School of Business. Independent work for honors students.

MIS 101. Introduction to Personal Computers Lab (1) Computer lab enabling students of all majors to improve their computer fluency skills in the following areas: personal computers, file handling, operating systems, and Web searching skills. Elements of hardware, software, communications, ethics and privacy will be discussed.

MIS 102. Computer Word Processing and Presentation Skills Lab (1) Computer laboratory that enables students of all majors to improve their computer fluency skills in the following areas: word processing, presentation and communication software, and internet communication software.

MIS 103. Computer Spreadsheet Skills Lab (1) Computer laboratory enabling students of all majors to improve their computer fluency skills in the following areas: spreadsheet productivity software including financial, data, graphing and formula features.

MIS 213. Introduction to Information Systems and Technology (3) Survey of information systems use in organizations and the information technologies used to implement them. Scope includes hardware, software, and telecommunications concepts. Projects stress the use of computer applications to support decision-making, financial analysis, oral and written communications.

MIS 216. Introduction to Business Application Development (3) An introduction to computer programming in a business context using a modern high-level programming language. Topics include program flow constructs, programming logic, objects, and other basic programming techniques. Emphasis is on good style, and the creation of high-quality applications that help the organization.

MIS 310. Web Page Development Languages (3) Prerequisite: CSC 105 or MIS 105 or MIS 213 or consent of the department chair. Study of the design and creation of basic Web pages in the business environment. Topics include page structure, human computer interface design, style sheets, reusability, and design basics. An emphasis is placed on best industry practice.

MIS 311. Information Systems Structures (3) Prerequisites: ACG 201, MIS 213, and admission to Cameron School of Business. This course is intended for non-information systems majors. Scope includes the systems development life cycle, process modeling, and data modeling. Projects focus on methods for documenting information system structure and methods for managing and accessing data.

MIS 312. Information Systems Hardware and Software (3) Prerequisite: MIS 213 or consent of the department chair. Principles and application of computer hardware and software will be presented through lecture of the underpinnings, installation, configuration, and laboratory experiences. This course will provide the technology background for system developers to understand tradeoffs in architecture for effective use in a business environment. Networked computing systems and various operating systems will be covered.

MIS 315. Management of Database Systems (3) Prerequisite: MIS 213. Study of the design and administration of database systems in a business environment. The relational model is used along with database management software to facilitate the communication and distribution of data and its conversion into information, with an emphasis on sound design principles. Topics include entity-relationship modeling, normalization, and the structured query language (SQL).

MIS 316. Business Application Development (3) Prerequisite: Previous programming course such as MIS 216, CSC 112 or 121. Intermediate programming in a two-tier, event-driven, rapid application development context. Emphasis is on writing high-quality code that is easy to debug, test, and maintain, culminating in database interaction.

MIS 317. Technology of E-Business (3) Prerequisites: MKT 441 and admission to Cameron School of Business. A study of current technologies impacting a firm's ability to create and maintain an e-business presence. The course has two major topic thrusts. The first focus is the hardware necessary to support e-business, including telecommunication concepts, networks, wireless Web, firewalls, secure servers, and Internet protocols and standards. The second focus is the current advances in Web languages to enable transactions to be more transparent between companies. (This course does not satisfy any requirements or electives for students pursuing an IS option.)

MIS 318. Global Information Systems (3) Prerequisites: MIS 213 and MGT 350. Study of cultural, governmental, and technical factors in global information systems management. Technical topics include distributed architectures, international standards, localization mechanisms, and integration models. Non-technical topics include governmental, infrastructure, and cultural factors, and methods for managing distributed resources.

MIS 323. Business Telecommunications (3) Prerequisite: MIS 213. A study of the role of telecommunications in businesses, including relevant terminology, concepts, hardware, software, protocols and architectures. Topics include the design, purchase, integration, and use of telecommunications technologies and systems. Emphasis is placed on local area network technologies.

MIS 324. Information Security and Assurance (3) Prerequisite: Junior standing and MIS 213 or CSC 121. Examination of current standards of due care and best business practices in information security. Focus is on the evaluation and selection of optimal security posture. Topics include evaluation of security models, risk assessment, threat analysis, organizational technology evaluation, security implementation, disaster recovery planning and security policy formulation and implementation.

MIS 411. Information Systems Analysis (3) Prerequisites or corequisites: MIS 315 and admission to Cameron School of Business. An introduction to processes and methods used for identifying and documenting information requirements and developing system specifications. Topics include the systems development life cycle, analysis tools such as flowcharts and data flow diagrams, and techniques for effective written communication. Case studies are used.

MIS 413. Systems Design/Capstone Project (3) Prerequisites: MIS 316, 411 and admission to Cameron School of Business. Involves the analysis, design and implementation of a real world project employing a 3-tier development process. New skills introduced include advanced Web development concepts, emerging Web tools, and project management. Topics expanded are database design, systems analysis and design, UML, and technical communication.

MIS 415. Emerging Information Technologies (3) Prerequisites: MIS 213 and admission to Cameron School of Business. A study of current technologies impacting a firm's ability to create and maintain a competitive advantage through the use of information systems technology. Topics include hardware and software technologies that support the development of interactive Internet applications.

MIS 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business.

MIS 495. Seminar in Information Systems (1-3) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business. This course may be repeated under a different subtitle.

MIS 498. Internship in Information Systems (1-6) Prerequisites: Senior status, consent of faculty supervisor and admission to Cameron School of Business. Involves the application of quantitative and systems skills developed in the academic environment to problems in a real-world operating environment. The participant will receive practical training and experience under the guidance of the staff of a local business or government organization and a faculty supervisor. Available internships are filled on a competitive basis.

MIS 499. Honors Work in Information Systems (2-3) Prerequisites: Senior standing and admission to Cameron School of Business. Independent work for honors students.

MKT 340. Principles of Marketing (3) Prerequisite: Junior standing. Introduction to the concepts, activities and decisions that relate to the marketing function in domestic and international business. Focus on development and implementation of marketing strategies through the use of marketing mix variables of product, price, distribution, and promotion.

MKT 343. Marketing Intelligence and Communication (3) Prerequisites: MKT 340, a grade of "C-" or better in QMM 280 and admission to Cameron School of Business. Analysis/interpretation of data and communication of findings to allow for effective marketing decision making. Emphasis on the use of qualitative and quantitative data from large internal and external databases with interpretive results communicated in the form of business letters and internal memorandums.

MKT 345. Sports Marketing (3) Prerequisites: MKT 340 and admission to Cameron School of Business. Examination of the application of marketing concepts to sports events and the use of sports as a marketing tool by other organizations. An emphasis on the use of sports within the total marketing mix.

MKT 346. Retail Management (3) Prerequisites: MKT 340 and admission to Cameron School of Business. Examination of the principles and methods of retailing. Study of social, political, ethical, and economic environments. Emphasis on market segmentation, merchandising, and managerial control.

MKT 347. Promotion Management (3) Prerequisites: MKT 340 and admission to Cameron School of Business. Integrated marketing communications with an emphasis on advertising, public relations, direct marketing, and sales promotion, as a component of the marketing mix and overall organizational strategy from the perspective of the marketer, advertiser, agency, consumer and public.

MKT 348. Professional Selling (3) Prerequisites: MKT 340 and admission to Cameron School of Business. Examination of the theory and practice of sales skills designed to provide a professional foundation to students who will be involved in professional selling careers. Includes fundamentals of professional selling with an emphasis on self-confidence, persuasive presentation of ideas and products, customer orientation, and other selling behaviors.

MKT 349. Consumer Behavior (3) Prerequisites: MKT 340 and admission to Cameron School of Business. Behavioral science concepts and principles and how they contribute to effective and efficient marketing activities from the perspective of the consumer, marketer and public policy maker.

MKT 441. Customer Relationship Management (3) Prerequisites: MKT 340, MIS 213 and admission to Cameron School of Business. An introduction to the application of database techniques and skills in creating customers and establishing and maintaining profitable customer relationships. The various ways databases can assist the marketing manager, e.g. direct marketing, promotion planning, segmentation and positions studies, etc., will be exhibited and explained. Focuses on the efficient expenditures of marketing resources and increasing marketing return on investment.

MKT 442. (INB 442) International Marketing (3) Prerequisites: INB 300, MKT 340 and admission to Cameron School of Business. Focus is on the special framework in which international marketing is conducted. Influence of international institutions, culture, stage of economic development, geography and demography are covered. Emphasis on multinational marketing problems and opportunities in an ever-changing world.

MKT 443. Marketing Research Design (3) Prerequisite: MKT 343 and admission to Cameron School of Business. The development and utilization of the marketing research process and the components of a marketing research project for business decisions. Emphasis on the collection of qualitative and quantitative data to solve a specific business problem or identify opportunities used to develop and evaluate courses of marketing action.

MKT 444. Internet Marketing (3) Prerequisites: MKT 340, MIS 213 and admission to Cameron School of Business. Project oriented course designed to provide students with the technical and marketing skills required to manage and launch an effective Internet business strategy. Emphasis on the application of marketing principles and practices to web marketing and electronic commerce.

MKT 445. Marketing Strategy (3) Prerequisites: MGT 350, MKT 343, 349, 443, senior standing and admission to Cameron School of Business. Concepts of demand analysis, formulating marketing strategy, establishing policies and procedures, coordinating marketing action, and evaluating performance.

MKT 447. Services Marketing (3) Prerequisites: MKT 340 and admission to Cameron School of Business. A study of the marketing of services with emphasis on the distinctions that exist between marketing intangibles and tangible products. The managerial implications and strategies available in services marketing are also examined.

MKT 448. Sales Management (3) Prerequisites: MKT 348 and admission to Cameron School of Business. Focus on developing and maintaining an effective sales organization. Emphasis on the role of the salesperson, motivating the sales force, and designing and implementing selling strategies.

MKT 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the department chairperson and admission to Cameron School of Business.

MKT 495. Seminar in Marketing (1-3) Prerequisites: MKT 340 and admission to Cameron School of Business. Special topics in marketing not addressed in depth in other courses. May be repeated under a different subtitle.

MKT 498. Internship in Marketing (1-6) Prerequisites: MKT 340 plus 6 additional hours in marketing, 3.00 GPA in the Cameron School of Business, senior standing and admission to Cameron School of Business.

MKT 499. Honors Work in Marketing (2-3) Prerequisites: Senior standing and admission to Cameron School of Business. Independent work for honors students.

OPS 370. Principles of Operations Management (3) Prerequisite: QMM 280 This course provides a study of the drivers of quality, customer satisfaction, efficiency and productivity in service and manufacturing enterprises. Topics include product and service design, forecasting, quality management, facility location and layout, materials management, scheduling, project management, and supply chain management. While topics are covered for both manufacturing and service operations, attention is directed to the study and analysis of the operations management functions in service enterprises.

OPS 371. Logistics and Distribution Management (3) Prerequisite: OPS 370. This course provides a study of the drivers of quality, customer satisfaction, efficiency and productivity in service and manufacturing enterprises. Topics include product and service design, forecasting, quality management, facility location and layout, materials management, scheduling, project management, and supply chain management. While topics are covered for both manufacturing and service operations, attention is directed to the study and analysis of the operations management functions in service enterprises.

OPS 372. Service Operations Management (3) Prerequisite: OPS 370. Study of the tools necessary to effectively manage a service organization. Particular attention will be paid to subtle relationships among the systems, strategy, and technology that define service delivery systems and their implications for customer satisfaction and profitability. Topics include service strategy and market position, role of the information resource, the service delivery system, service facility location, service quality, and managing supply and demand.

OPS 374. Introduction to Six Sigma (3) Prerequisite: OPS 370. This course covers the complete Six Sigma Green Belt body of knowledge. Through lectures, applications and case studies, the course focuses on the background, value proposition, methodology, techniques and statistical tools of Six Sigma.

OPS 375. Quality Management (3) Prerequisite: OPS 370. This course introduces quantitative and qualitative concepts and applications of quality management in manufacturing and service organizations. Topics include quality design, continuous improvement, cost of quality, employee involvement in quality, team building for quality, quality circles, service quality, statistical process control, and the relationship among quality, productivity, and competitiveness.

OPS 377. (INB 377) International Operations Management (3) Prerequisite: INB 300 and OPS 370. A study of global operations and logistics in the manufacturing and service sectors. Topics include organization of global operations, global manufacturing, global sourcing and logistics, global technology transfer, global risk management, and cultural and national comparisons of operations management practices. Case studies are used.

OPS 470. Purchasing and Materials Management (3) Prerequisites: OPS 370 and admission to Cameron School of business. This course provides an in-depth study of the concepts, methods, and responsibilities of the purchasing function for manufacturing and service organizations. Topics include the organization role of purchasing, strategic sourcing, contract and pricing practices, negotiation, quality assurance and reliability, inventory management, lean purchasing, make-or-buy decisions, and the acquisition of transportation and other services.

OPS 472. Project Management (3) Prerequisites: OPS 370 and admission to Cameron School of Business. This course introduces the fundamentals of project management, beginning with project definition and culminating in the post-project review. Students will learn techniques, terms and guidelines that are used to manage costs, schedules, risk, group dynamics and technical aspects throughout the life cycle of the project.

OPS 475 Supply chain Management (3) Prerequisites: OPS 370 and admission to Cameron School of Business. This course provides a detailed analysis of the materials planning and execution systems used to manage the flow of material in service and manufacturing organizations to facilitate all stages of the supply chain. Topics include systems for demand management and forecasting techniques, inventory control systems for distribution channels, materials and capacity requirements planning systems, scheduling and order dispatching systems.

OPS 477. Operations Planning and Scheduling (3) Prerequisites: OPS 370 and admission to Cameron School of Business. Application of scheduling in manufacturing and service organizations. Topics include machine scheduling, job shop scheduling, project scheduling, flexible assembly system scheduling, lot sizing and scheduling, interval scheduling, and personnel scheduling.

OPS 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business.

OPS 495. Seminar in Operations Management (1-3) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business. This course may be repeated under a different subtitle.

OPS 498. Internship in Operations Management (1-6) Prerequisites: Senior status, consent of faculty supervisor and admission to Cameron School of Business. Involves the application of quantitative and systems skills developed in the academic environment to problems in a real-world operating environment. The participant will receive practical training and experience under the guidance of the staff of a local business or government organization and a faculty supervisor. Available internships are filled on a competitive basis.

OPS 499. Honors Work in Operations Management (2-3) Prerequisites: Senior standing and admission to Cameron School of Business. Independent work for honors students.

QMM 280. Statistical Analysis for Business and Economics (3) Prerequisite: MAT 111. Classification and presentation of business and economics data, probability and expected value, statistical inference, simple linear regression and correlation analysis.

QMM 380. Data Analysis for Business Applications (3) Prerequisite: QMM 280. Statistical inference as applied to business applications and decision making. Topics include linear and non-linear regression models, analysis of variance and covariance, time series analysis, experimental design, and nonparametric statistical techniques. Applications require the use of computer-based statistical analysis programs.

QMM 385. Introduction to Management Science (3) Prerequisite: QMM 280. Survey of mathematical models used in business decision making. Topics include linear programming, network analysis, and decision theory. Emphasis is on computer solution techniques and the interpretation of model solutions by managers.

QMM 388. Operations Research (3) Prerequisites: QMM 280 and admission to Cameron School of Business. Introduction to deterministic and probabilistic models applied to economics and business decision making. Topics include linear programming, integer programming, multi-criteria decision making, network models, decision analysis, simulation, and queuing analysis. Emphasis on the development and solution of mathematical models and interpretation of the results by managers

QMM 480. Business and Economic Forecasting (3) Prerequisites: QMM 380 or consent of the department chair and admission to Cameron School of Business. Development of an approach to forecasting through the study of time-series techniques including moving averages, exponential smoothing, regression, and Box-Jenkins.

QMM 484. Data Mining Techniques and Applications (3) Prerequisite: QMM 280. Solving problems in business environment by using Data Mining Techniques. This course covers modeling techniques such as Decision Trees, Multiple Regression, Logistic Regression, Neural Networks, Cluster Analysis, and Survival Analysis. The focus of this class is on hands-on learning of how to use these techniques to solve business problems using SAS Enterprise Miner extensively.

QMM 485. Introduction to Business Simulation (3) Prerequisites: OPS 370 and admission to Cameron School of Business. Introduction to simulation models as tools in the analysis of business problems. Discrete event simulation models for production and service systems are introduced through the use of a computer simulation language.

QMM 491. Directed Individual Study (1-6) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business.

QMM 495. Seminar in Quantitative Methods (1-3) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business. This course may be repeated under a different subtitle.

QMM 498. Internship in Quantitative Methods (1-6) Prerequisites: Junior or senior standing, consent of the department chair and admission to Cameron School of Business. The chairperson may consider grade point average and individual course grades as they pertain to the internship being considered.

QMM 499. Honors Work in Quantitative Methods (2-3) Prerequisites: Senior standing and admission to Cameron School of Business. Independent work for honors students.